



NO & LOW COST ADVERTISING/MARKETING OPPORTUNITIES 2012 Montana Office of Tourism

Electronic Marketing

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Montana Office of Tourism has developed and hosts a number of Internet Websites that provide information about Montana's travel opportunities including accommodations, attractions, tourism services and events statewide. The free listings include detailed descriptions, directions, six images and active links to a business' website and email account. Montana Office of Tourism's visitor information website addresses are: visitmt.com; wintermt.com; skimnt.com. A new promotional tool is our mobile version of visitmt.com (m.visitmt.com) which gives visitors an on-the-ground comprehensive list of Montana tourism businesses at their fingertips as well as providing the most up-to-date real time information. In addition to being viewable on our Web sites, listings are used extensively by the Montana Office of Tourism's call center travel counselors at 1-800-VISITMT (847-4868).

Publicity / Photography

Donnie Sexton, Media Relations/Staff Photographer
841-2897, FAX 841-2871, dsexton@mt.gov

The Montana Office of Tourism's publicity program works with both national and international travel media to cultivate editorial coverage on Montana in all forms of media (print, internet, broadcast – TV and radio). One mechanism for doing this is to conduct escorted media or press trips, organized around activities, notable events or focused on a tourism region or community and its offerings. The publicity office works closely and cooperatively with the regions, CVBs and Montana tourism-related businesses to identify appropriate tours and secure complimentary or discounted services during these trips. The goal is to conduct a minimum of one media tour in each of the state's tourism regions yearly.

Other publicity opportunities involve providing one-on-one logistical and financial support to broadcast, internet and print media with assigned stories / articles on Montana. Tourism-related businesses can once again get involved with providing complimentary or discounted services. The benefit to working with the media at any level is the potential coverage that can result for your business.

The Montana Office of Tourism maintains a stock photo library for use in the Office's publications and websites, as well as regional and CVB guides. The photos are also available for media use as visual support for Montana stories. Opportunities exist for communities, as well as individual businesses to work with the staff photographer to have their communities or services and/or facilities included in the photo library.

National & Regional Co-op Advertising

Katy Peterson, Consumer Marketing Manager
841-2896, FAX 841-2871, kapeterson@mt.gov

The Montana Office of Tourism's consumer marketing program develops advertising and marketing campaigns to promote Montana as a unique vacation destination. Part of this program includes co-op marketing.

Co-op or partnership marketing opportunities are advertising or promotional opportunities that the Montana Office of Tourism "anchors." The Montana Office of Tourism encourages private- and public-sector tourism and recreation partners to participate by offering a variety of affordable media placement opportunities (usually \$1,000 - \$10,000). The collective leveraging of resources increases impact and improves visibility of the Montana message. It also provides smaller-budget entities with more affordable advertising opportunities to very targeted national and regional audiences. Advertising opportunities vary and may include online, magazine, newspaper, radio, or event presence. Past opportunities included TripAdvisor.com, New Yorker magazine, Seattle radio and the "Get Lost (in Montana)" print in-state campaign.

For more information on current or upcoming co-op marketing opportunities, visit our industry website at www.travelmontana.mt.gov/programs and click on "Consumer Marketing."

Sweepstakes, Giveaways, and Promotional Trips

Susan Buhr, Marketing Assistant
841-2899, Fax 841-2871, sbuhr@mt.gov

In addition to print ads and online media buys, the Montana Office of Tourism has developed several creative campaigns featuring trips throughout Montana. Past promotional campaigns include "Experience a National Park", in cooperation with *National Geographic*, "Sled the Rockies," focusing on winter recreation and "Get Lost (in Montana)," an in-state campaign geared towards Montana residents.

While the Montana Office of Tourism promotes the trip in advertising and typically pays for transportation costs, low-cost marketing partnership opportunities from Montana businesses include donating or discounting lodging, activities, passes or merchandise. All sponsors, if possible, receive a listing on a promotional webpage and links. Additional exposure may include listings in press releases, newsletter mentions, leads and the overall “goodwill” generated from the winners experience.

Group/Meetings/Convention Publications & Websites

Marlee Iverson, Travel Trade Manager
841-2895, FAX 841-2871; miverson@mt.gov

The Montana Office of Tourism promotes Montana as a destination to key tour operators, wholesalers, travel agencies and the media. We attend key travel trade shows, host familiarization (fam) tours, and establish ongoing personal contact with targeted tour operators, wholesalers, travel agents and media.

Leads gathered are available free of charge to all Montana tourism suppliers through our intranet website: www.travelmontana.mt.gov. Click on Programs, then U.S. & Canadian Group Travel, scroll down to the password protected area and type in your password. To receive a password contact Marlee Iverson miverson@mt.gov.

Private sector participation in and hosting of familiarization or “fam” tours is welcome, appreciated and effective! Complimentary lodging, meals, activities, or discounted services are requested.

Overseas Marketing Programs

Marlee Iverson, Travel Trade Manager
841-2895, FAX 841-2871, miverson@mt.gov

The Montana Office of Tourism promotes Montana as a destination to the United Kingdom, Germany, France, Belgium, the Netherlands, Italy, Scandinavia, Australia, Japan and Taiwan markets. The European program promotes Montana, South Dakota, Wyoming and Idaho through activities coordinated by Rocky Mountain International (RMI). The Japan and Taiwan program is handled through the Montana Commerce Department’s Trade Offices in Taipei, Taiwan and Kumamoto, Japan.

In all markets we work with key tour operators, wholesalers, travel agencies and the media to establish Montana itineraries for groups and FITs (Foreign Independent Travelers), while assisting Montana businesses in their marketing efforts overseas. We attend key international travel trade shows, hosts familiarization (fam) tours, conduct cooperative advertising ventures with other RMI states, brochure and video distribution and ongoing personal contact with targeted tour operators, wholesalers, travel agents and media.

Leads gathered at the trade shows are available free of charge to all Montana tourism suppliers through our intranet website: www.travelmontana.mt.gov, click on

Our Programs, then Overseas, scroll down to the password protected area and type the password: overseas.

International presentations, marketing information and federal ESTA program information are also now available on the intranet site. Access as described above, then scroll down below the leads section for the Presentations section.

Private sector participation in, and hosting of familiarization or “fam” tours is welcome, appreciated and effective! Complimentary lodging, meals, activities, or discounted services are requested. European travel trade and media representatives are brought here annually through the RMI RoundUp, offering a cost-effective way to investigate or continue your international marketing efforts.

Special Event Grant Program

Carol Crockett, Visitor Services Manager
841-2796, FAX 841-2871, ccrockett@mt.gov

The Special Events Grant Program (SEGP) helps communities and organizations diversify Montana’s tourism product by developing and enhancing community-based tourism festivals and “hallmark” events. Grant funds are available for event marketing and promotion. This is a competitive grant process with matching fund requirements. Applications are available in June with the application deadline in mid October. The SEGP funding pool is currently \$100,000.

Montana Film Office Website

Sage Dubois, Multimedia & Project Coordinator
841-2883, FAX 841-2877, sdubois@mt.gov

Montanafilm.com: Featured Location Section. Communities and individuals are encouraged to submit photos of their towns or unique location for consideration for the Film Office’s monthly Featured Location at http://www.montanafilm.com/monthly_featured_location.htm. The Montana Film Office maintains a list of potential featured locations and rotates them on a monthly basis, determined by industry trends, and seasonality. A desire to attract and allow crews to perform filming in the location is a prerequisite, and unique submissions are encouraged. Submission does not guarantee placement.

Montanafilm.com also offers free listings for production-related businesses and individuals. For these listings contact:

Maribeth Goodrich, Film Office Coordinator
841-2880, FAX 841-2877, mgoodrich@mt.gov

Montana Visitor Information Center Display Case Program

Carol Crockett, Visitor Services Manager

841-2796, FAX 841-2871, ccrockett@mt.gov

The Montana Visitor Information Center Display Case Program is a destination-marketing tool showcasing promotional and “Made in Montana” or “Montana’s Choice” products and services at a number of the state’s gateway community VICs. Approved Montana promotional materials, products and service information are placed in the display case free of charge and as space is available. Items cannot be sold at the VICs, but VIC staff and display case placards will provide inquiring visitors information on where to purchase the item or service and how to make producer contact. The display cases are currently available at these Montana Visitor Information Centers: Broadus, Shelby, St. Regis, West Yellowstone and Wibaux. For more information on how to use this program for your Montana product or service, contact the Montana Office of Tourism.

Montana Visitor Information Centers (VIC)

The Montana Office of Tourism and seven community partners operate visitor information centers at 7 major highway entrances to Montana. These centers offer opportunities to display and share information, attractions, events, activities and Made in Montana products in communities and regions all across Montana. The materials are displayed as space allows. Below are the addresses of the 7 state-supported visitor information centers and the Montana Office of Tourism contact:

Culbertson VIC

Hwy 2 East
PO Box 95
Culbertson MT 59218
(406) 787-6320

St Regis VIC

39 Lobo Loop
PO Box 200
St Regis MT 59866
(406) 649-2290

Hardin VIC

I-90 Exit 497
PO Box 1206A
Hardin MT 59034
(406) 665-1671

West Yellowstone VIC

30 Yellowstone Ave
PO Box 458
West Yellowstone MT 59758
(406) 646-7701

Shelby VIC

100 2nd Ave South
PO Box 865
Shelby MT 59474
(406) 434-9151

Broadus VIC

119 E Wilson St
PO Box 406
Broadus MT 59317
(406) 436-2992

Wibaux VIC

500 N 2nd Ave E
PO Box 453
Wibaux MT 59353
(406) 796-2253

Montana Office of Tourism Contact

Carol Crockett
Visitor Services Manager
301 South Park Avenue
Helena, MT 59601
406-841-2796, ccrockett@mt.gov

AAA (American Automobile Association)

AAA operates club branches all around the country. The seven AAA Montana branches are one resource for getting information out to the nation's other club branches. The AAA Montana branches are used as an information resource by the out-of-state club branches for club members interested in what there is to see and do in Montana. The AAA Montana staff use Montana Office of Tourism's publications in addition to the AAA publications and internet resources listed below. The Montana club branch addresses are listed below:

AAA Montana Branches

Helena/Headquarters
2100 11th Ave.
Helena, MT 59601
447-8100

Billings
3220 4th Ave N.
Billings, MT 59101
248-7738

Bozeman
1530 N. 19th Ave., Stes B
Bozeman, MT 59718
586-6156

Great Falls
2102 10th Ave S.
Great Falls, MT 59405
727-2900

Kalispell
135 Hutton Ranch Rd
Suite 106
Kalispell, MT 59901
758-6980

Missoula
1200 S. Reserve, Suite B
Missoula, MT 59801
829-5500

Hamilton
914 N 1st St, Unit C
Hamilton, MT 59840
363-3407

Idaho, Montana, Wyoming TOUR BOOK: Statewide accommodation, attraction, activity and event information. Updated every two years. State club branches are provided text for review, updating and editing.

www.AAA.com: National website which includes state and community travel and calendar of event information. For calendar of events, send information electronically to this e-mail address at the AAA MountainWest Headquarters:
thanley@mtw.aaa.com.

VIA (MT/WY/AK edition): The calendar of events is published in this magazine sent to AAA members in the three states. This publication is published four times a year and is working four months ahead on editions so providers must get information to them with that lead time in mind. Example: To be considered for the Spring issue, event notices must be received by January 1. Email details to viaevents@viamagazine.com or mail to Events Editor, VIA, 1900 Powell Street, Ste. 1200, Emeryville, CA 94608. For more information, contact: Tara Hanley, AAA MountainWest Headquarters, email: thanley@mtw.aaa.com, or the Helena address listed above.

Montana Tourism Regions

Each of Montana's six official tourism regions produce travel guides, provide visitor information through websites, conduct consumer marketing and publicity campaigns and other marketing activities. Contact your tourism region and see how they can assist you.

Glacier Country

(Northwest Montana)
140 North Higgins Avenue, Suite 204
Missoula, MT 59802
532-3234, 800-338-5072
E-mail: gcoffice@montana.com
Web: www.glaciermt.com

Gold West Country

(Southwest Montana)
1105 Main St.
Deer Lodge, MT 59722
846-1943, 800-879-1159
E-mail: goldwest@bresnan.net
Web: www.goldwest.visitmt.com

Russell Country

(Northcentral Montana)
Box 3166
Great Falls, MT 59403
761-5036, 800-527-5348
E-mail: gfisher@bresnan.net
Web: www.russell.visitmt.com

Missouri River Country

(Northeast Montana)
Box 118
Fort Peck, MT 59223
653-1319, 800-653-1319
E-mail: 2mtmrc@nemontel.net
Web: www.missouririver.visitmt.com

Southeast Montana

Box 31177
Billings, MT 59107-1177
245-4111, 800-346-1876
E-mail: john@billingschamber.com
Web: www.CusterCountry.com

Yellowstone Country

(Southcentral Montana)
P.O. Box 3048
Bozeman, MT 59772-3048
556-8680, 800-736-5276
E-mail:
robin@yellowstonecountry.net
Web: www.yellowstonecountry.net

Montana Convention and Visitor Bureaus (CVB)

Each of Montana's 12 official convention and visitor bureaus produce guides and/or brochures, provide visitor information through websites and staffed centers, conduct consumer marketing and publicity campaigns and other marketing activities. Contact your area CVB and see how they can assist you.

Big Sky Chamber of Commerce

Box 160100
Big Sky, MT 59716
995-3000, www.bigskychamber.com
marne@bigskychamber.com

Billings CVB

Box 31177
Billings, MT 59107
245-4111, www.visitbillings.com
john@billingschamber.com

Bozeman CVB

2000 Commerce Way
Bozeman, MT 59715-7500
586-5421, www.bozemancvb.com
bozemanbid2@gmail.com

Butte CVB

1000 George
Butte, MT 59701
723-3177, www.buttecvb.com
cindypd@buttecvb.com

Great Falls CVB

1106 9th Street South (Box 3208)
Great Falls, MT 59403-3208
800-735-8535, www.gfcvb.com
admin@gfcvb.com

Havre CVB

130 5th Ave. (Mail: PO Box 308)
Havre, MT 59501
265-4383, www.havremt.com
chamber@havremt.net

Helena CVB

225 Cruse, Suite A
Helena, MT 59601
447-1530, www.gotohelena.com
mmergenthaler@helenachamber.com

Kalispell CVB

15 Depot Park
Kalispell, MT 59901
758-2800, www.discoverkalispell.com
dianem@kalispellchamber.com

Miles City CVB

511 Pleasant
Miles City,
234-2890,
www.milescitychamber.com
mcchamber@mcchamber.com

Destination Missoula

140 North Higgins, Suite 202
Missoula, Montana 59802
406.532.3250
www.destinationmissoula.org
director@destinationmissoula.org

West Yellowstone CVB

Box 458
West Yellowstone, MT 59758
646-7701,
www.destinationyellowstone.com
director@destinationyellowstone.com

Whitefish CVB

142 Rail Street (Mail: P.O. Box 4232)
Whitefish, MT 59937
862-3390, www.explorewhitefish.com
jan@whitefishvisit.com